

# SCAN

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2019  
**CONNECT**

eCommerce Innovation Summit

Thursday 11 April  
Grand Millennium, Auckland  
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## Connection with new technologies

The GS1 System has enabled dramatic transformation in how we work and live over the past 40 years – and you can be absolutely sure that it will continue doing the same into the future.

That's because GS1 standards and solutions for identification, and for data capture, storage and sharing are fundamental to the efficient operation of so many digital technologies – existing and new technologies – in virtually all industries, markets and areas of social service delivery.

In New Zealand, it started 40 years ago when grocery manufacturers and distributors began adopting the then-new global system for standardised product numbering and barcoding. Today, could you imagine a world without ubiquitous barcode scanning for accurate identification and automatic data capture in retail trading and supply chain management? No more than you could imagine a world without micro computing, mobile communications and broad-band internet – digital technologies that, like barcoding, had their commercial

beginnings in the late 1970s.

In truth, we have only just seen the beginning. The digital world continues to grow at a quickening pace, and the GS1 System is very much part of that.

Globally, GS1 is engaged with leaders right across the development of new technologies and their application to business and government. Our role is to constantly facilitate easier, more valuable connection between the world of products (both physical and digital), objects and places, and the data, images and computer-based intelligence.

In New Zealand, our role is to support members in all their uses of GS1 standards and solutions for greater efficiency, improved service, cost reduction and faster innovation. Further, GS1 New Zealand is absolutely committed to connecting business and government in our part of the world to new technology developments, and to GS1 standards and solutions that enable their take-up to greatest advantage.

Connect 2019, our eCommerce Innovation Summit in Auckland on 11 April, will be another great opportunity to hear first-hand about new, standards-enabled technologies and their application in eCommerce, in online markets and in the increasing connection of physical and digital worlds. GS1 New Zealand is honoured to present an impressive line-up of international thinkers and speakers at this half-day event (see page 4). We look forward to welcoming you to Connect 2019.

On behalf of all the GS1 Team, I take this opportunity to extend our deepest appreciation to Colin Robertson for his long service as Board member and Chair. Colin retired in November 2018 and we welcome Sean Goodwin as our new Chairman.



Dr Peter Stevens  
Chief Executive

## Parting thoughts from Colin Robertson

New Zealand is poised to secure much greater value from GS1 standards and solutions in industry, government and the consumer marketplace. I am extremely confident of this as I survey current developments and look back over my 16 years as GS1 New Zealand Chairman.

We have come an extraordinary distance in that time and today this country is, for the most part, close behind the global leaders on take-up of digital technologies and the GS1 System. The New Zealand Business Number (NZBN) scheme and the Government's commitment to this as the basis for new e-Invoicing initiatives and for all business-to-government interactions are two examples.

We see accelerating take-up of eCommerce in all its forms, this enabled by best practice

GS1 standards and data-sharing platforms. Food safety, traceability and product recall are other critical areas where GS1 solutions are starting to make a very positive difference to how businesses and public agencies work. In the grocery sector – where barcodes and scanning all started – our major companies are rolling out new options for consumer convenience and value facilitated by.

Healthcare is the one sector where we lag behind. Other countries are making strides on the use of global standards for item identification, cost management and healthcare efficiency through astute use of data platforms, GS1 identifiers and advanced scanning systems. Frankly, the lack of foresight in the administration of NZ's healthcare sector in this regard is frustrating.

It's my unwavering conviction that application of GS1 standards and solutions is just plain good sense in so many areas – the only limits are found in human imagination and leadership. Fortunately, our country has plenty of these – so does GS1 New Zealand!

It has been my privilege and pleasure to serve on your Board from 1996-2018. I wish new Chair Sean Goodwin and all the GS1 Team the very best in their continued advance of that plain good sense. I will follow progress with interest!



### GS1 New Zealand

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SCAN magazine is produced twice yearly for the benefit of GS1 New Zealand members. It has a circulation of approximately 6,000 readers throughout the country as well as 114 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, transport and government. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, (barcoding) staff and packaging coordinators.

Unless otherwise indicated, articles appearing in SCAN may be reprinted provided that GS1 New Zealand is acknowledged.

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2019

# CONNECT

## eCommerce Innovation Summit

### Looking forward to how new technologies will transform business (and our lives).

This half-day summit in Auckland on 11 April is for anyone interested in the future of eCommerce, online markets, and increasing connection of the physical and digital worlds. See the summit programme at [www.gs1connect.nz](http://www.gs1connect.nz)

The event also marks the 40th anniversary of New Zealand's first move into the era of global data standards and barcoding (see right). In 2019, further fundamental changes are occurring in business and economies as companies, individuals, governments and others embrace new, transformative technologies (all, in fact, enabled by GS1 Standards).

GS1 New Zealand has brought together an impressive line-up of thought leaders to discuss the trends and share their insights. Here we profile four Connect 2019 presenters—please see the programme for the full line-up.



**Prof. Sanjay Sarma, Professor of Mechanical Engineering at Massachusetts Institute of Technology (MIT) and "father of the EPC"**

**(GS1's Electronic Product Code for radio frequency identification). He will set the scene for Connect 2019.**

Sanjay is a global speaker on new technologies, and their creation of a digital world increasingly connected to the physical world with huge implications for business and economies. His current research and writing explores the evolution of 3 IoTs — the Internet of Things (devices connected to the Internet), the Intelligence of Things (devices that host software applications), and the Innovation of Things (devices that become experiences). In the late 1990s, Sanjay was co-founder of the Auto-ID Center at MIT and there helped lead development of various IoT

technologies including the EPC standard for RFID now increasingly in use worldwide. His many other roles today include being Dean at MIT's Office of Digital Learning, and Board membership of GS1 and EPCglobal.



**Chris Quin, Chief Executive of Foodstuffs North Island and leader of the group's technology-based change programmes.**

**Chris will present on how customers are driving transformation in New Zealand's grocery sector.**

Foodstuffs North Island recruited Chris in 2015 to secure his strategic and leadership skills, and also his 24 years' telecommunications experience at Telecom NZ and Spark. The newcomer to grocery has since led the I Shop New World push into online shopping and other customer-driven innovations including the Fresh Collective smaller-store format. This year will see PAK'N SAVE launch a 'click and collect' offering and Foodstuffs make progress with other digital initiatives. In the North Island, Chris leads a co-operative organisation of 96 New World and 44 PAK'N SAVE supermarkets, 81 Liquorland outlets and 179 Four Square stores. He came on board after three years as Spark's Chief Executive for Home, Business and Mobile, having previously held other executive roles within the telco. Today he is also Chairman of the ICEhouse business incubator. Chris has a passion for truly understanding customers and acting to meet their needs.



**Rocco Braeuniger, Country Manager at Amazon in Australia where he launched the global group's first operation 'down under'**

**in December 2017. Rocco will discuss Amazon's "customer obsession" and the how this drives success in the business.**

Rocco has been with Amazon since 2006. He came to Australia from his native Germany where he led Amazon's consumables team with responsibility for FMCG product lines as well as the Prime Family, Subscribe & Save and EU Prime Pantry programmes. A year ago, Rocco told a large Sydney audience, "we are working hard at bringing a lot of innovation here". Indeed they are! The late-2017 launch of amazon.com.au has been followed by Marketplace, Amazon's fulfilment service for third-party sellers, Alexa, a voice-activated digital assistant (with an Aussie accent), Amazon Web Services (AWS) for cloud-based computing and more. Connect 2019 will be New Zealanders' first chance to hear first-hand about Amazon strategy in this part of the world.



**Kevin Ashton, the global technology thinker and entrepreneur who originated the term, "Internet of Things".**

**Kevin's presentation is entitled, "The identification of everything makes anything possible".**

Thursday 11 April

Grand Millennium  
Auckland

**Register Now!**  
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Kevin was Executive Director of the Auto-ID Center at MIT in the late 1990s and with Sanjay Sarma, led development of the EPC standard for RFID. Kevin coined “Internet of things” (IoT) to describe a system where the Internet is connected to the physical world via ubiquitous sensors on a multiplicity of objects, enabling these to be monitored, tracked, controlled and so

on. In the decades since, he has developed these ideas while also becoming a high-tech entrepreneur with start-ups including RFID products supplier ThingMagic, cleantech company EnerNOC, and Zensi, an energy sensing company. In an interview last year, Kevin foresaw the IoT leading to emergence of ‘messy automation’. This, he says, involves

“systems that can cope with the randomness and complexity of the real world ... as the IoT becomes more sophisticated, robotic systems will get better at interpreting the world around them and making good choices in unexpected, non deterministic situations”.



### *Barcodes... we were quick to see the benefits*

Retailers, suppliers and consumers were quick to see the benefits of barcoding on retail products, although only after some experience with the “new” technology. So recalls **John Albertson**, former Head of the New Zealand Retailers Association and long-time GS1 Board member.

“For most suppliers there were certainly costs involved in the move to barcoding but they quickly saw that the benefits would be much bigger in terms of higher sales and refinements to their stock control,” says John. He was Marketing Manager at Palmerton North-based Prepared Foods when the supermarket groups issued a requirement in late 1982 that all their suppliers add barcodes to products. “We knew it was coming but yes, it was a shock to the system for some people till they figured out exactly what they needed to do.”

Retailers were quick to see the benefits in higher in-store productivity when they could stop price marking every item and speed up check-out processes, he says. For some, as for suppliers, greater stock control and more in-time ordering were pleasant and largely unforeseen developments. For consumers, check-out speed and the sudden ability to see

*Continue on page 6*

## The great “beep” transformation

The barcode and global numbering have transformed retailing and supply chains worldwide. In New Zealand it all started in 1979 – and so this year we celebrate GS1’s 40th birthday and reflect on the transformative power of a simple “beep” every time goods and services are traded, from Cape Reinga to the Bluff.

Beep is, of course, the sound of a barcode being read with a scanner at retail point-of-sale, on the loading dock of a distribution centre or perhaps anywhere else that uniquely-identified items are being exchanged or moved along the supply chain.

Life before barcodes and scanning was very different. In the supermarket, for example, each item of product had its own price sticker – and its sale was recorded through the manual key strokes of a

check-out operator, with all the time and risk of error this could involve.

Across the world, barcodes and globally-unique product identifiers that are encoded in them are credited with having revolutionised retailing and supply chain functioning. They sped up customer service, enabled efficient stock control, and laid the foundation for traders to vastly expand their product offering and sales channels.

exactly what they were being charged were big gains (price adding at the till was largely opaque in prior times).

Looking back, John says barcoding and unique product numbering have helped make business faster and more efficient in so many ways. "Barcodes are like the desktop computer, and in more recent times the Internet, in that they have driven so much change it's hard for anyone of us to imagine how work and life would be like without them."



*John was a GS1 Board member for 17 years till his retirement in 2013.*

The first "live" barcode scanning at point-of-sale occurred in the United States in 1974 (a packet of Wrigley's chewing gum, now on display in Washington DC's Smithsonian Institute). Walmart, the giant US merchandise chain, was an early barcode adopter and Walmart's rise to become the world's larger retailer is partly attributed to this fact.

New Zealand was a relatively early adopter too. In August 1979, a group of retailers and wholesalers formed the New Zealand Product Numbering Council (later, Association) and began lobbying to join the European Article Numbering (EAN) organisation, the forerunner of GS1 Global. (EAN was formed in 1977 to own and develop a global identification system and to use the barcode technology standard

established in the US a few years earlier).

New Zealand was admitted to EAN in March 1981 – only the 16th country member, after Western European nations, Japan and Australia. We secured '94' as our country code distinct from Australia's '93' – and of course, those two digits remain in all GS1 New Zealand-allocated product, container, place and member identifiers today. Indeed, the EAN-13 identifier and its barcode for items sold at retail are GS1 standards unchanged since their adoption in the 1970s.

Early concerns about possible consumer privacy breaches and risks that, somehow, barcodes would allow prices to be manipulated to consumers' disadvantage were calmed 1981-82 as the industry adopted a code of practice and ran an education campaign. The packaging design and print sector was re-assured on the feasibility and ease of including barcodes on packets and labels.

This was early on in the digital age: Computers, and in fact any "information technology", were largely unknown to the public and most business people.

By the end of 1981, EAN's New Zealand organisation had its first 30 members including Foodstuffs, and large grocery manufacturers including Unilever, T.J Edmonds, Griffin and Sons, and Cadbury Schweppes Hudson. The first actual

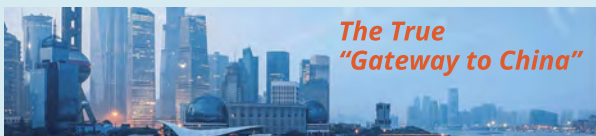
'beeping' for products sold at retail was heard at a New World supermarket in Taradale, in 1982.

This country's take-up of EAN numbering and barcoding was rapid thereafter. By August 1985, the organisation had 790 members and 59 "scanning sites" which accounting for around 15% of all grocery sales. That percentage was been virtually 100% since the late 1990s.

The range and utility of standards have, of course, been expanded over the decades, most notably with the launch in 1989 of the GS1-128 (originally EAN-128) barcode for carrying pallet and carton identifiers. As interest built in commercialisation of Radio Frequency Identification (RFID) – the next technology wave for automated identification of things – the organisation launched its Electronic Product Code (EPC) standard for putting GS1 standard identifiers onto RFID tags. EPC arrived in 2005, which was also the year in which EAN became GS1.

Today, GS1 New Zealand is one of 117 country members of GS1 Global and we have approximately 8,000 members spread across much of this country. Few have reason to look back 40 years. But those who do will see a vastly different world, one without the operating efficiencies, productivity gains and market choices we have long taken for granted.

## TRADEMONSTER



Trademonster is known as the true gateway to China as it partners with New Zealand Post and works with brands to help them enter the lucrative China market. Trademonster is a consulting, trading and global logistics company located in Auckland and Shanghai and focuses on cross border logistics.

Eco Farm is part of Trademonsters Group as a digital commerce

specialist which connects 12 well-known E-commerce platforms and high-end retail stores in China. Trademonster was nominated as the finalist for International Trade for the Westpac Business Award 2018 and the Best Use of E-Commerce in Exporting to China for the NZCTA Business Award 2017. Trademonster is a proud supporter of the GSI.

[trademonster.co.nz](http://trademonster.co.nz)

## Discover what's possible with GS1 New Zealand

### Seminars

GS1 New Zealand seminars help you uncover the many benefits of integrating the GS1 system into your business. There are two types of GS1 seminars - the Foundation Seminar and the National Product Catalogue Seminar - both are half day, interactive sessions, that are high level overviews.

### Webinars

Weekly webinars are available from GS1 New Zealand, that cover various topics and services. The webinars are live and presented by a friendly GS1 New Zealand staff member, enabling you to ask questions both during and after the session.


**For more information about the GS1 New Zealand Events and Training, please visit:**  
[www.gs1nz.org/services/events-and-trainings/](http://www.gs1nz.org/services/events-and-trainings/)



# New standard for strong links to the digital world

The GS1 Digital Link standard is here – a major step forward in linking physical products to the digital world. It promises to bring huge benefits to both businesses and consumers.

Simply stated: GS1 Digital Link will enable anyone with a smartphone to access any number of online resources about a product simply by scanning its barcode.

This standard supports product identification in the business-to-business (B2B) world of the global supply chain—and opens the door to consumers' access to more accurate and relevant online product information. It does this by enabling globally-unique GS1 product identification and attributes to be carried in Uniform Resource Locators (URLs). In the past, you could only find this information within barcodes or RFID tags. Representing GS1 identification in a way that is also web resolvable enables connection across the physical and digital domains.

Phase 1 of the global GS1 Digital Link standard was ratified in August 2018. It is now being piloted in several countries in anticipation of its full release.

 **The core standard document, see [www.gs1nz.org/standards/digital-link/](http://www.gs1nz.org/standards/digital-link/)**

SCAN readers with Web-connected smartphones can see the GS1 Digital Link in action by scanning here and accessing the website for more information about a particular product.



**The toy bear has a GTIN which is encoded in this QR Code®. It also has an RFID tag embedded in the swing tag.**



 **GS1 Digital Link in action, see <https://data.gs1.org/gtin/09507000009060/ser/00321>**

## Today's world

Traditionally, GS1 identifiers and barcodes have been designed for greater supply chain efficiency, from point-of-manufacture or distribution centre to retail point-of-sale. But there is an increasing demand by consumers to directly access far more product information before, during and after their purchase – and this is especially true for information accessed via smartphones.

Some manufacturers have sought to enable this capability by embedding unstructured Web page addresses in barcodes, particularly two-dimensional (2D) QR Codes®. But scanning these barcodes sometimes leads to broken links or websites with incomplete or non-relevant information. Moreover, these are usually secondary barcodes placed on the product, creating confusion with shoppers and retailers at point-of-sale: Which of the two or more barcodes should be scanned for which purpose?

There is clearly demand for a global standard to transform GS1 data encoded in GS1 1D and 2D barcodes, into standard Web URI syntax.

## The future

GS1 Digital Link enables connections to all types of B2B and business-to-consumer (B2C) information. As businesses begin to develop solutions using the new standard, consumers will be able to access a variety of information about a product by simply scanning any barcode with their smartphone: from dimensions and images to expiration dates, nutritional data, warranty registration, troubleshooting instructions—even social media links. They will be able to buy or order products, collect loyalty points, “share” products with their friends, and be alerted to special offers.

The standard is designed to complement today's ubiquitous GS1 barcodes, which are expected to remain the universal standard for product identification for many years to come. The new standard does, however, open the door for potential migration to a single web-enabled barcode in the future.



“The GS1 Digital Link standard is the foundational bridge between physical products and their digital twins. Ensuring

that product data, information about inventory and digital assets for a particular product are linked to each other through a common identity that also links to the actual physical product is essential to serving the needs of consumers today.”

**Robert Beideman, Chief Solutions and Innovation Officer, GS1 Global**

 **Robert will present at Connect 2019: eCommerce Innovation Summit, on 11 April in Auckland. See [www.gs1connect.nz](http://www.gs1connect.nz)**





# Distinctive wines supported by local expertise and global standards

New Zealand wine is a major export success story. But our wine producers must grapple with all the issues that come from being part of a complex global economy – market access uncertainties, rising information demands and traceability among them. SCAN talks with Philip Gregan, Chief Executive of New Zealand Winegrowers (NZ Wine) which represents, researches and promotes the interests of grape growers and winemakers.

Philip has helped lead industry growth and success since becoming CEO of NZ Wine's predecessor, the Wine Institute of New Zealand, 28 years ago. He started there as a research officer in 1983, having previously graduated MA(Hons) in geography from the University of Auckland. Today NZ Wine represents more than 1,500 growers and makers. GS1 New Zealand has almost 600 brand owner members in this sector.

## 📍 How has New Zealand wine been so successful in the global market?

We can look back to the opening-up of global trade over the past 25 years, and couple that with New Zealand's own programme of economic reform since the mid-80s and with a huge shift in the traditional beer drinking-countries like Britain and Australia to consumption of wine as well. On top of these broad foundations, the plain fact is that New Zealand produces world-class wines that are truly distinctive and have really captured attention because of their style and quality. The obvious example has been Marlborough sauvignon blanc ... it's world class and you can't get it anywhere else. Likewise, you can only get a Hawkes Bay syrah or Central Otago pinot noir from those places, and people know that! Even today if you're doing an international wine tasting, people can tell the difference between a Marlborough sav blanc and anything else. At a recent tasting I attended, everyone simply said it was "classic". The future for this country is to keep producing wines that express our

New Zealandness ... I think so long as we continue being world class and distinctive, there's definitely a place for New Zealand wines in the world.

## 📍 Where does sustainability fit into that?

To maintain our distinctiveness, we absolutely have to be sustainable. That means looking after our land, water and air, and also looking after our people. It's not optional from either a production perspective or a market perspective. We started out in 1995 with a sustainability programme, and in 2010 we said that anyone who participates in any New Zealand Wine event anywhere in the world needs to be certified "sustainable", whether that was recognition as organic, biodynamic or sustainable in context of another programme including our own.

Effectively the whole New Zealand wine industry is part of some certification programme and of course, within each of those the bar is getting higher all the time. Wine is also recognised as a relatively efficient use of land and of water, and we're not a big source of nitrogen leaching

either. The industry looks good in much of that space but we've got to keep moving forward on all aspects of sustainability so that we retain the support of our local communities.

## 📍 You have a target of \$2 billion in export sales by 2019-20, that's extraordinary growth over the past 23 years. Can it continue?

We will hit that target in the next few years – and yes, there is definitely further growth to come. Whether we encapsulate that in a new big export growth target is another question because actually our success story is broader these days. Wine tourism within New Zealand is part of it, and that doesn't get counted in export sales. There will be other indicators of success.

Grape production is continuing to grow, with just under 1,000 hectares of new vines being planted each year. We're at 38,000 hectares in production this vintage. That said, land availability is becoming an issue. Marlborough is running out of land and we had PwC do a strategic review last year which put the land still potentially





available for new planting at about 5,000 hectares. That will be eaten up quite quickly. The industry is facing some challenges to its growth although New Zealand can't compete on the global market on a volume basis anyway. We are only 1% of world wine production and our cost of production, in a cool climate, is always going to be high. So, we're always going to be about distinctiveness, sustainability and quality, rather than volume.

**© Market access issues are always at the fore for New Zealand exporters, wine included. What is your take on global trade and protectionist risks in 2019?**

There's no doubt we have benefited from steady improvements in market access over many years, starting with CER<sup>1</sup>. Today we export to around 100 countries. The New Zealand Government has signed several treaty-level agreements specific to the wine industry. For example, when we export wine to the United States this product can be made in accordance with New Zealand wine making rules not those in the US ... same with our exports to Canada, Chile and some other countries. NZ did a very smart thing in the mid-1990s and based our rules on how wine is generally made all around the world ... we have an very open system with some baselines around product integrity and food safety.

The European Union (EU) is the classic example of more restrictive technical rules and you adapt your winemaking to suit those rules when producing for that market. We have passed a Geographical Indication, or GI, system in this country because it suits our interests but it also provides alignment with the EU rules. Looking around the world today, there are a lot of positives. CPTPP<sup>2</sup> gives us improved access into Japan and of course, we have the free trade agreement with China. That said, there are uncertainties on the horizon in relation to "America First" in the USA and Brexit. People ask me what Brexit will mean for NZ wine... if the UK Government doesn't know the answer, then I absolutely don't! Our role is to help wineries prepare to manage that uncertainty.

**© Could there be a big issue around NZ wine exports into Europe via the UK?**

Potentially there is an issue and also in regard to wine moving the other way across the Channel. But if the UK gets into negotiating free trade agreements with other countries, there's an opportunity from our perspective to have more liberal winemaking rules than NZ currently faces when selling into the UK. We see some potential positives, although in the short-term there may be disruption at the border.

**© What is the trend in other, technical forms of trade barrier from national licensing boards, buyers' special requirements and so on?**

There are different levels of trade restriction, from governmental regulatory standards, to quasi regulatory standards, through to private standards as set, effectively, by supermarkets around the world. The risk around private and quasi regulatory standards is that they start becoming regulatory standards even though they don't formally have that role. At the end of the day, a buyer can impose any standards they want but they need to be equally and fairly applied to domestic as well as foreign producers.

From our perspective, you have to look at the direction of travel and ask, 'is the level of activity taking us all in the right direction?' Basically it is about deciding whether protectionism is on the rise or not. With Canada in recent times, we saw rules that favoured Canadian wine in terms of where it could be sold vis a vis imported wines. And we decided the direction of travel was all wrong there. I don't think this type of problem is on the rise worldwide. For New Zealand, and other countries, one of the bigger issues on the horizon is the future of the World Trade Organisation (WTO) system and the weakening of its appellation processes. We are not going to have the judges who are needed to look at breaches of WTO rules. As a small country with no real power, this is really concerning because we have no other way of getting trade rules enforced. Everyone is concerned about fraying of the global trade rules system. It comes back to greater uncertainty for exporters and higher risk around what we produce, how and for whom.

**© Can NZ producers contain some of those risks by ensuring they adhere closely to global standards for identification and data sharing? For wine makers and exporters, there has perhaps been a tension between global standardisation and the fact that they are producing such a distinctive product as you alluded to before.**

I don't think there is a tension between those two things but yes, there are times when wine producers don't fully understand what is being asked of them in the global market. There are definitely some baselines that wine producers must meet. Whatever channel you are going to be selling through, there are standards to be complied with ... and usually that means your product needing to be separately and uniquely identified. That's just part of doing business and being in the world. This is what private standards are partly about. It's much easier if you also understand the 'why' behind a requirement, and that applies to complying on data standards too. Without it people will be inclined to say, 'I'm not going to do that because it doesn't make any sense'. We've got an industry where people come and go all the time ... wineries are bought and sold, people are coming into the industry from different backgrounds. It's easy to lose the understanding within individual wine making organisations. We see that when dealing with wineries on labelling and export issues.

**© Are private standards generally clear enough for people in the industry as they approach export markets?**

Much of the time, the issue comes down to who the wine producer is actually dealing with in a foreign market. Many producers and exporters don't know the retailers who are ultimately selling their wine ... they deal with an importer and rely on them to provide all the information that will be needed. What we sometimes see - and it is particularly common in Asia - is that the importer will represent regulatory demands in ways that are quite different from what they actually are. Exporters are being asked for much more information that the regulations require. We see this all the time ... we go back to wineries and say, 'no, this is not required, if you give this level of information to your importer, they will then ask everyone else for this and the private standards will, in effect, become the regulatory ones'.

<sup>1</sup> Closer Economic Relations with Australia, in effect since January 1983

<sup>2</sup> Comprehensive and Progressive Agreement for Trans-Pacific Partnership



**© To the extent that the issue is about data and information, it must be extremely useful to have one set of global standards for everyone to refer to and one organisation like GS1 that is present in every market.**

In 1990, less than 1% of NZ wine was exported. Today that figure is 85% and it's only going to increase in the years ahead. So our industry as a whole is international – and when you're in an international business, there are international standards and protocols to be applied whether you like it or not. The standards need to be complied with ... and when your product is global, it is much better to have one system of standards that applies across 100 markets than just a few. One of our roles at NZ Wine is to tell people what the labelling requirements and other standards they should be following. We give advice within our areas of expertise. We are not experts in product identification and barcoding or in data capture and sharing ... that's where GS1 comes in and our members have to rely on GS1's expertise in those areas.

**© How do you view the prospect of product data which is collected for use in New Zealand trading systems then being shared with overseas border authorities with the ostensive goal of expediting trade and clearance?**

It could be very advantageous where data sharing supports trade flows and reduces cost in the supply chain ... but there is that risk of ever-increasing demand for information from producers – some of that information commercially sensitive – that cannot actually be justified in the interests of all parties. You always have to ask, 'why do other countries want all this data from us?'. There's a big difference between private sector transactions, where a

particular buyer is asking questions of a particular supplier as part of their marketing and supply chain arrangements, and the collection of information that becomes built into regulatory standards without understandable advantages to all parties. Over time, there is a danger of more and more information flowing not just to customers but also to border authorities, at a cost to the producer but without any obvious advantage to them or to consumers. Where information is passing through to authorities, the question becomes, 'what, really, are the risks that need to be controlled and managed by those authorities having access to all this information?'

**© There are advantages generally in sharing information to combat the counterfeiting of products which is a huge issue in some markets. Is counterfeiting of NZ wine an issue for you yet?**

We have no instances of counterfeit reported yet. I've been to big trade fairs in China and there are products on display that are clearly imitating or trading off other brands. Penfolds from Australia is the classic example. We haven't attracted that sort of attention yet. The difference is that Australia exports over \$1 billion of wine to China compared with our \$40 million. But yes the risk is there as our presence grows in that market.

We think that success in China isn't about growing your sales 50% from year to year, but about being in the market long term and developing a sustainable business there.

**© How good is the wine industry at traceability today?**

We have the Wine Act 2003 and central to that is record keeping ... winemakers must keep accurate records. To make good wine,

you need good records. The consumer who buys a bottle of NZ wine anywhere in the world should be able to look at the label and know who the producer or importer was. There are lots of other questions they can ask as well... the vineyard the wine was sourced from, where the vines came from and when they were planted, when the grapes were harvested, what sprays were used, and so on. Much of this information must exist by law. The big question is how much of it is transferred up the supply chain and how. Yes, there are challenges in how you as a wine producer capture, store and share that information so that it is available for customer inquiry and for traceability. As a brand owner, you are in the centre of gathering all the data and being able to make it available, and that can include the scenario where your wine is exported in bulk and then bottled offshore for offer to consumers in particular markets.

**© What advice do you give members on traceability systems?**

Our role is to be expert on things that are particular to New Zealand wine. There are plenty of other issues which are very important to our members but on which we are not experts – and that includes GS1 standards and systems for product identification, standardised data and traceability. Wine producers need to use that expertise when they need it.

 **For more information, see [www.nzwine.com](http://www.nzwine.com)**

# New Board Members



**Richard Allen**  
**Fonterra**

Retail and distribution businesses aspiring to best practice certainly need to ensure they are making the most of GS1 standards and solutions, says Richard Allen, Director of Farm Source. Part of Fonterra, Farm Source operates more than 70 stores to service dairy producers and other farms across New Zealand. Richard says Farm Source, like many large retailers, is undergoing a major transformation programme, this includes application of the best available digital technologies for data capture, storage and sharing within the business, and in its relationships with clients and trading partners.

Richard joins the GS1 Board with substantial experience in Fonterra's global business and in the dairy industry generally. He has previously been Vice President of Food Service for Fonterra in China and Chief Executive at MyMilk Ltd, a Fonterra-backed milk supply company operating in the South Island. Today he sits on the boards of several Fonterra subsidiary companies. A business graduate of the University of Auckland, Richard is also a co-founder and director of Snowball Effect, New Zealand's leading online equity funding platform.



**Sally Copland**  
**Countdown**

As Countdown's General Manager – Digital, Sally Copland is passionate about customer service and the role that product data must play in maintaining and enhancing it. "Increasingly, consumers expect to have complete and accurate information on products they're buying, and it's so important for us to make sure they get that information through all the different channels available. It's about giving people the right shopping experience and maintaining their trust in whatever products they're buying to feed their families or consume in other ways."

Sally says the challenges include how to make the experience seamless whether the customer is shopping online or in-store, and whether they're using physical or digital means to access the information they expect. "It isn't just about online because how we range our stores and present products are extremely important as well. Everything we do requires having great data on products, customers and stores."

Not surprisingly, Sally is also passionate about GS1 standards, most notably the National Product Catalogue, as "great enablers of us having the right information available, quickly and in a consistent format, wherever we and our customers need it".

Sally's career in retailing has, in fact, tracked the rise in importance of data and standards. Her first role was with BP and in 2006, she joined Countdown (Woolworths New Zealand at that time) as marketing manager for the group's own-brand products. Today Sally leads Countdown's digital and technology business unit, known as CountdownX, this encompassing Countdown.co.nz online shopping, loyalty, digital marketing, 1:1 customer personalisation, payments, technology and customer care. She is a graduate of the University of Otago (LLB, BCom) and Macquarie University in Sydney (Masters in Management).



**Phil Wright**  
**Foodstuffs South Island**

Phil Wright foresees continuous growth in the grocery sector's need for data – and for its trading partners to support GS1 data standards. The Foodstuffs South Island General Manager for IT says more and more data is required to meet consumer information demands, to personalise retailers' offers, and to support complexity in supply chains and in the retail marketplace. "Given today's complexity and rapid pace of change, the big challenge for our industry is to collect and share an increasing array of data in an accurate, up-to-date form ... and that makes the correct use of well-established data standards more important than ever," says Phil.

The growth in data includes more detailed information on products and their ingredients, video material and other forms of product imagery, and greater insight on consumer preferences and on how these can best be matched with the retailer's product and service offering. "We need that data to be accurate and available in real-time if we are going to use it efficiently with tangible benefits to everyone," says Phil. His role includes a responsibility for master data governance across the whole Foodstuffs group.

Phil joins the GS1 Board with 14 years' experience as Foodstuffs South Island's GM IT, overseeing a number of business transformational programs including its implementation of SAP, introduction of New Zealand's first self-service check-outs, its successful launch of Club Card for New World customers and Sticky Club for PAK'nSAVE customers.

Phil's earlier career included running large IT projects with Commercial Union Insurance and Securior in the UK, and on his return to New Zealand in 2003, he had a period as Christchurch City Council's Chief Information Officer. Phil holds a Bachelor of Commerce and Administration degree from Victoria University of Wellington. His other governance roles today include board membership of Canterbury Tennis and directorship on Christchurch-based start-up company The Courier Box Limited.





## The constant brewer

Garage Project (GP) is a brewer. It's also a place where people are constantly thinking up new beers (and natural wines too), and challenging the very notion of what beer is and can be.

"Variety's the spice of life," says GP Sales Lead Josh Lynex. "We love having a perpetual turnover in products, with a handfull or so coming or going each week depending on what events we're looking to celebrate or stories we want to tell."

The ideas pour out of GP's three founders – Pete and Ian Gillespie and Jos Ruffell – and their small creative team based at the company's two central Wellington brew sites.

All the thinking and talk is about refinement of hop, malt and grain combinations in GP ales, lagers and stouts, about "terroir" flavours that can be added from local ingredients, and about brewing and fermenting techniques. Every month, the lads update their Fresh-branded IPA, sold only through GP tasting rooms and selected bars. And for something different again, they're now also making batches of wild-fermented wine in partnership with

Nelson viticulturalist Alex Graighead.

Talk about perpetual turnover! Few beverage businesses in the world would rival GP on frequency of change to product offering – or the need for rapid turn-around in GS1 barcode verification. Since its launch in 2011 (in a converted Aro Valley garage and petrol station), GP has produced more than 300 different products including some staples which the creators – and their fans – are not ready to let go. Names like "Aro Noir", "Pernicious Weed" and "Hāpi Daze".

Each new product has a distinctive narrative – and usually an event or quirky story to match – original Kiwi artwork and a new GTIN with barcode (except for the Fresh IPA which does not go into standard supply chains). In spite of – or because of – all the fun and creativity, GP is very serious business. Sales growth has been phenomenal and extends to Australia,



California and parts of Europe: The company, now employing 65 people, has won various awards and had 19 placings in the top 100 New Zealand craft beer poll for 2018.

For Josh and Creative Producer, Matt Sloan, GTIN allocation and barcodes are integral to every new product launch. "We have a lean team so it's great to have the support we do from GS1's verification team who turn around our barcodes very quickly," says Josh.

 Taste more at [www.garageproject.co.nz](http://www.garageproject.co.nz)

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# New regulations for product recall by food businesses

Food business will soon be subject to tighter regulation of their food recall processes and risk management systems. The new regulations flow on from the dairy industry's 2013 whey protein concentrate (WPC) contamination scare and they follow last year's enactment of the Food Safety Reform Act.

GS1 New Zealand has engaged with the Government and others throughout this reform process. We advocate for businesses to having electronic systems in place for food traceability and recall that make full use of the GS1 identifiers which are already embedded in most food supply chains.

As the regulations come into effect, an increasing number of food businesses are expected to see ProductRecallnz – the industry self-funded platform for recalls and withdrawals which GS1 operates in co-operation with the Ministry for Primary Industries (MPI) – as an important part of their compliance (see right). MPI will publish its final regulatory proposals to the Government sometime in 2019.

The regulations will apply to business activities at approximately 98,000 food premises throughout New Zealand, including those of food exporters and importers. MPI notes one estimate of \$162 million for the annual cost of food-borne illnesses in this country. It says food safety incidents can do significant economic and reputation harm even where they turn out to be a false alarm. Effective recall processes can help minimise the potential harm.

In October 2018, MPI published draft regulatory proposals for strengthening recalls, along with risk-based plans and programmes, for industry consultation. The core proposals aimed to:

- identify explicitly those businesses (including exporters) which must maintain food recall processes;
- clarify traceability requirements such that all businesses keep accurate records of what they buy and sell, from whom and to whom (excluding final consumers), and must be able to effectively trace and recall products whenever necessary;
- specify how long records must be kept for, this being in line with current requirements or one year longer than a product's shelf life;
- require traceability information to be provided to MPI on request from one of its officers within 24 hours;
- require businesses to run a mock recall each year unless a genuine one has occurred in the same period; and
- require information given to MPI to be easily usable.

The regulations are intended to ensure consistency across the whole food industry, to make government requirements more visible and explicit, and to promote effectiveness and efficiency in recalls.

GS1 New Zealand submitted in support of the proposals and also raised some additional points:

- Regulatory design needs to recognise the substantial benefits of truly effective traceability and recall, including associated business efficiency gains, reputational protection and alignment with global trading partners, these far out-weighting a narrow focus on how to minimise compliance costs.
- Businesses should be subject to a specific timeliness requirement on this notification of affected by a business when a recall is initiated.
- Greater effort is needed to remove duplication in government and public sector traceability systems for food exporting, with a move electronic processes based on GS1 standards for all purposes.
- Relevant information should be rigorously identified in each business through application of best-practice traceability concepts.
- Businesses supplying all inputs to the food industry should be included in the regulations, including suppliers of agricultural chemicals and animal health products (as occurs in other countries)



## ProductRecallnz busy!

More than 2,200 businesses are now active on the ProductRecallnz platform which enables them to communicate recall and withdrawal information to trading partners rapidly and effectively. There were 188 live recalls or withdrawals during 2018. Practice is very important to maintain ProductRecallnz readiness – and the past year saw 1,172 organisations complete at least one mock recall or withdrawal using the platform. That is another indicator of companies anticipating the new food safety regulations.

 For more information, see [www.gs1nz.org/services/productrecallnz](http://www.gs1nz.org/services/productrecallnz)

## Product flows to charity

GS1 New Zealand members are routinely donating products to charity through GS1's ProductFlow and barcode verification processes. And the scale of donation is growing, along with the gratitude of various recipients selected by GS1 on members' behalf.

Products of all kinds stream into GS1 for processing by the ProductFlow teams in Auckland and Wellington – processed, frozen and fresh foods, household items, tools and other hardware, and much more (even potted plants). Members can opt to receive the items back into their own inventories or to leave them with GS1 for donation or disposal. The number of products given away by GS1 in 2018 was approximately 12,000, and the value was substantial (albeit unquantified).

The GS1 team distributes the donated foods and other items to the City Missions of Auckland and Wellington, the Sisters of Compassion Soup Kitchen in Wellington, the SPCA, and Lions and Rotary clubs. The team makes a big effort to pass on as much food as it can in the time available and to minimise wastage. Last Christmas, this included a number of turkeys supplied to soup kitchens.

The donation flow has grown with members' increasing use of ProductFlow, as well as barcode verification, in recent years.

 For more information, see [www.gs1nz.org/services/productflow](http://www.gs1nz.org/services/productflow)



## Healthy breakfasts, healthy business growth

Something To Crow About has just that!

Nutritious, natural and tasty food at breakfast time is the strong foundation of a healthy diet. So says Something To Crow About – and the Whangaparaoa-based health food company seems to have agreement from a fast-growing customer base.

Something To Crow About produces an innovative range of mueslis for the premium breakfast foods market, with strong emphases on the naturalness of ingredients and on the healthiness of the branded product. “We want to give people a burst of energy at the start of the day ... a breakfast that really is nutritious, tastes great and fills you up until the afternoon,” says Chris Millar, co-owner and manager of the business with husband Mike Millar. “Studies show that it’s healthier to eat a good breakfast because, for one thing, it enables you to avoid snacking on other, naughty foods through the day.”

The Millars think their mueslis – created with the best local and imported nuts, seeds, grains and dried fruits they can find – are indeed “something to crow about” each morning: They have also created a range of roasted seed “toppers” for sprinkling on salads, sandwiches and anything else you might fancy through the rest of the day.

### Business foundations

With its products on supermarket shelves across much of New Zealand, Something To Crow About has grown rapidly since Chris and Mike took over in 2014. And they have put the business on its own strong foundation with their enthusiasm for product innovation and their marketing skills – and their commitment to best use of GS1 Standards.

Something To Crow About uses GS1 identifiers, with barcoding, on each of its 15 products and the cartons in which these are

distributed to retailers, and the company is now adept at using ProductFlow. “We’re extremely interested in being able to get new products and changes into supermarkets easily, with no new forms and no false starts,” says Chris.

ProductFlow, and of course the meticulous use of GS1 identifiers, work well with the company’s recently-adopted Unleashed software for inventory management. “These systems together mean we have all the product specifications and all the traceability data we need, right where it can be accessed at any time,” she says. Something To Crow About registered on ProductRecallNZ three years ago (and the only usage so far has been for mock withdrawals).

### Products

The Millars and their seven employees (some part-time) produce six muesli flavours in small batch runs, including four gluten-free flavours, two that can be identified as “paleo” and two containing probiotic powder for gut health. Most-recently released is Something To Crow About’s “cashew, sour cheery and chia, gluten-free cereal” – a finalist in the NZ Food Awards 2018.

Each flavour can be purchased in a brightly-packaged 400g or 500g sachet, and five of them are also available in a paper-bagged 1kg size (online only). There are so far four seed toppers including garlic- or Mexican-roasted flavours – and these are retailed in 120g sachets.

Production, packaging and distribution is all done from Something To Crow About’s Whangaparaoa plant, 40km north of central Auckland, near the Millar’s beach-suburb home and located close to what Mike describes as a great workforce of enthusiastic people who are pleased to have employment without travel hassles. “Our current building is ideal because it will accommodate the next 2-3 years’ of business growth, and it’s well located for easy freight delivery and pick up every day,” he says.

The Millars do not crow about their growth but it is, nonetheless, impressive. Mike says annual turnover has more than doubled three years in a row, and today they ship out around 20,000 units of product per month. Something To Crow About is now number 2 in the premium breakfast cereals market – and in 2016, the toppers received a “highly commended” in the Artisan category of the New Zealand Food Awards.

### Business development

All this since Chris and Mike bought the business from its previous Dunedin-based owner who was then supplying a more limited range of mueslis and “seed sprinkles” to 15 South Island stores. Mike’s background was in sales and business development, most recently with TradeMe, while Chris had been marketing and communications manager for Hallmark Cards in New Zealand. Neither had a background in the food industry (Something To Crow About employs a professional chef and is advised by an independent nutritionist).





Chris and Mike certainly did know how to go about understanding the customer, building a brand, and innovating with new product ideas and ingredients. "We spend a lot of time on the Internet to see what's happening in other markets, on gathering feedback from customers and on working with our kitchen staff on new ideas. The food has got to be what we like as well," Chris says. "Innovation is the key ... you just have to do it if you're going to hold the interest of your customers, present new offerings and maintain your shelf space in supermarkets."

Health attributes are always to the fore, the products having no "filler ingredients" and minimum inclusion of dried fruits that might have sugars or preservatives added. In fact, sourcing high quality ingredients is the company's biggest challenge and cost pressure, Mike says. The preference is for New Zealand grown but this is often hard to sustain beyond some core ingredients including oats, walnuts and hazelnuts. Brazil nuts, on the other hand, come only from Brazil and Chile - and quantities and prices

fluctuate because these nuts grow only in the wild, in rain forests where the harvest varies greatly from year to year.

The Millars were certainly no strangers to supply chain management and to the information needs of trading partners. Every carton of Something To Crow About product also has a GS1 identifier and barcode before leaving Whangaparoa, supporting the company's supply into the main supermarket groups and other retailers throughout New Zealand.

### Growth

Healthy growth with no trade-off on product quality is the clear objective in this business. In five years' time, Mike says "we'd like to be there in 95% of New Zealand supermarkets and to be exporting to 5-6 other countries, one of those being China perhaps."

Today's indications are definitely positive, going by the increasingly flow of emailed orders from Australia and by the English

visitor who recently insisted on purchasing 10kgs of one muesli flavour that was destined for home via her suitcase!

 **For more information, see**  
[www.crowabout.co.nz](http://www.crowabout.co.nz)




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## Questions? Please contact the GS1 New Zealand Team



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Caroline is our Auckland-based Customer Engagement Manager, with the responsibility of assisting our members on all things GS1 throughout the region.



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Justin is our key engagement manager for the Hardware/DIY sector, and looks after our members throughout Auckland.